

The Concierge Service for Bloggers

Introduction:

Millions of people have a blog. For most of them, a free blog at Wordpress.com, Blogger.com, Tumblr.com, or Posterous.com is just fine.

But some people need more performance from their blog. They have established a personal brand or even a small business around their content and they need additional control, flexibility, and the look of being their own .com. But they don't know how to do that nor have the time for the do-it-yourself options.

The Concierge Service is a first step investment for bloggers ready to take their content up a notch. We take what you have, move it to a self-hosted WordPress site, and build a solid foundation for you to build on as your blog/brand continues to grow.

How the Concierge Service works:

We take your existing blog at Blogger.com or WordPress.com and move it to your own self-hosted WordPress site. You chose the domain name, a theme, give us your login credentials, and we do the rest.

We will set-up everything for you. When we're done we will spend an hour with you on Skype (or if you're in San Diego, we'll meet in person) showing you how to use your hosting account, how to maintain your WordPress installation, and answer any other questions you have.

On top of that- as a client of ours the relationship won't end there. We will continue to support you through our Help Center (<http://mclanecreative.com/help/>) and/or email.

Included in the package:

- 1 year of hosting from Hostgator
- Set-up your hosting account, installation of the latest version of WordPress on your new hosting account.
- Migrating all of your current content from Blogger.com or WordPress.com to a self-hosted version of WordPress.
- Manage your domain name. (Registering, transferring, redirecting- whatever you need.)
- Customizing the WordPress theme of your choice to make it your own. (Choose from anywhere, send us a link, and tell us what you want to do. We will make it your own.)
- 1 hour of Skype training and coaching.
- 1 year of discounted hourly rates for ala carte stuff as you grow. (Coaching, design work, logos, etc.)
- Access to us. As clients, we will continue to support and encourage you.

Costs:

\$549 flat fee - *Save \$50 if you tell us how you received this white paper by September 1st, 2011.*

About McLane Creative:

We do a lot more than the Concierge Service.

In short, McLane Creative builds teams of freelancers and experts around your web, design, or marketing project instead of asking your project to meet the needs of our team.

We are small web development and design group run by Adam McLane. (www.adammclane.com) Adam has been a daily blogger for 7+ years, has created and sold internet businesses, and spends his time designing and building big projects for his day job.

Learn more or get started:

E-mail: adam@mclanecreative.com

Website: <http://mclanecreative.com>